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## **[A marketing strategy to strengthen the brand of a short supply chain for pig meat](#)** <sup>[1]</sup>

Keywords:

Competitiveness, Cooperation, Market development, Producer groups, Product quality, Short supply chains & local markets

Countries:

The Netherlands

A pig meat producing short supply chain developed a marketing strategy to strengthen its brand and increase demand for its high-quality products.



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## **Participatory Guarantee Systems - Dialogue between consumers and farmers for sustainable short supply chains**

[2]

Keywords:

Agriculture, Competitiveness, Cooperation, Organic farming, Producer groups, Short supply chains & local markets

Countries:

The Netherlands

Developing a Participatory Guarantee System (PGS) in the Netherlands as an alternative to formal certification for small producers operating in short supply chains.



## **An innovative model of production, processing and distribution of herbs in the Zielawa Valley, Poland** [3]

Keywords:

Agriculture, Biodiversity, Competitiveness, Cooperation, Innovation, Short supply chains & local markets

Countries:

Poland

An EIP Operational Group developed and tested a unique end-to-end agroforestry production process that is sustainable, profitable for the farm and the processing company, and which benefits consumers through products made in a way that supports the environment.



## **Ancient Grain - Innovation in cultivation, processing and marketing of primary forms of wheat** [4]

Keywords:

Agriculture, Cooperation, Innovation, Natural resources, Product quality, Short supply chains & local markets

Countries:

Poland

An EIP Operational Group worked on the reintroduction of ancient wheat species in the context of current practices applied at farm level.



## **The Water Holding project of Walcheren** [5]

Keywords:

Agriculture, Climate change adaptation, Competitiveness, Cooperation, Innovation, Irrigation, Natural resources, Water management

Countries:

The Netherlands

Setting up collaborative water system measures and a governance approach to increase self-sufficiency of freshwater availability for agriculture.



## **Feed Back Farm - using insects for adding value to organic waste streams** [6]

Keywords:

Agriculture, Bioeconomy, Competitiveness, Cooperation, Environmental sustainability, Innovation

Countries:

The Netherlands

An EIP-AGRI Operational Group project on the use of insects for adding value to organic residues from agriculture.



## **Integrated Pest Control System using Aerodynamic-Spectrometric Methods** [7]

Keywords:

Agriculture, Cooperation, Innovation, Soil management

Countries:

Lithuania

Developing an integrated identification and control system that enables the detection of pests in fields and gardens and determines the optimal time to apply protective measures.



## **Improving the soil's fertility using new generation microelements** [8]

Keywords:

Agriculture, Competitiveness, Cooperation, Innovation

Countries:

Lithuania

An EIP-AGRI operational group on improving the soil's quality and structure, using new generation microelements and microorganisms.



## **Brickz - Natural Soil Improver** [9]

Keywords:

Agriculture, Bioeconomy, Competitiveness, Cooperation, Entrepreneurship, Innovation, Rural Inspiration Awards: nominees

Countries:

The Netherlands

Using biomass residues to produce a fertiliser, which is then used to grow trees, and will, over time, improve soil quality, has led to significant financial savings for nature conservation organisations and tree nurseries.



## Social farming and product innovation [10]

Keywords:

Added value, Cooperation, Product quality, Social inclusion, Social services

Countries:

The Netherlands

A farm employing people with special needs set up a process line and an experimental kitchen, where non-commercial agricultural produce can be turned into new products.

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### Links

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[4]

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